

Figure 1

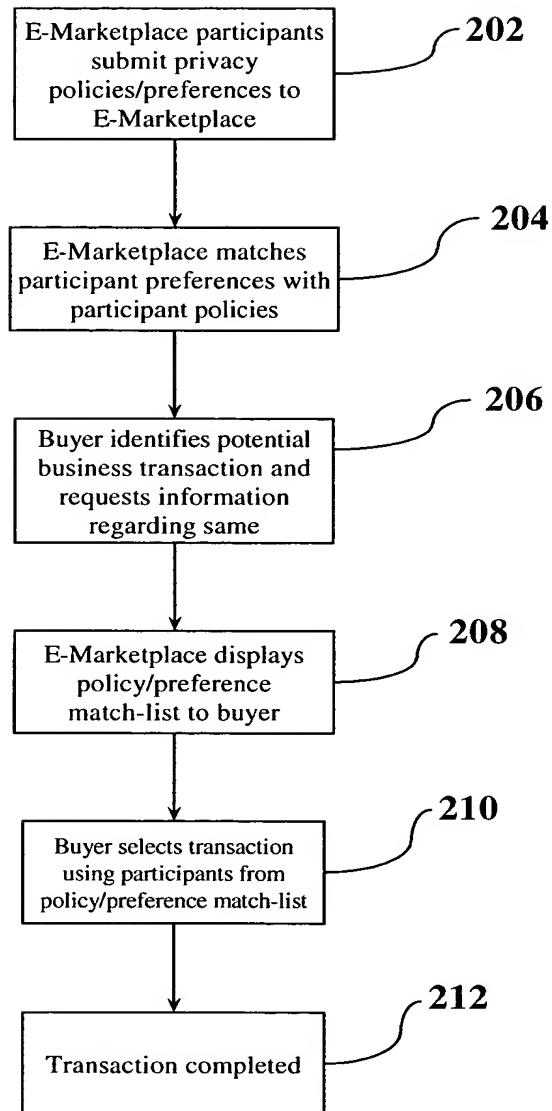


Figure 2

Offers Available for Buyer					
Offer	Sell Email Address?	Send Seller-Originated Advertising?	Share Demographic Data With Others?	Product	Price per Unit
Offer 01	NO	NO	NO	Widget A	\$10
Offer 02	YES	YES	NO	Widget A	\$8
Offer 03	YES	YES	YES	Widget A	\$7
Offer 04	NO	NO	NO	Widget A	\$11
Offer 05	NO	YES	NO	Widget A	\$11
Offer 06	YES	NO	NO	Widget A	\$11
Offer 07	YES	YES	YES	Widget A	\$8
Offer 08	NO	NO	NO	Widget A	\$11
Offer 09	YES	YES	YES	Widget A	\$8
Offer 10	NO	NO	NO	Widget A	\$11
Offer 11	NO	NO	NO	Widget A	\$12
Offer 12	YES	YES	NO	Widget A	\$9
Offer 13	YES	YES	NO	Widget A	\$9

Figure 7

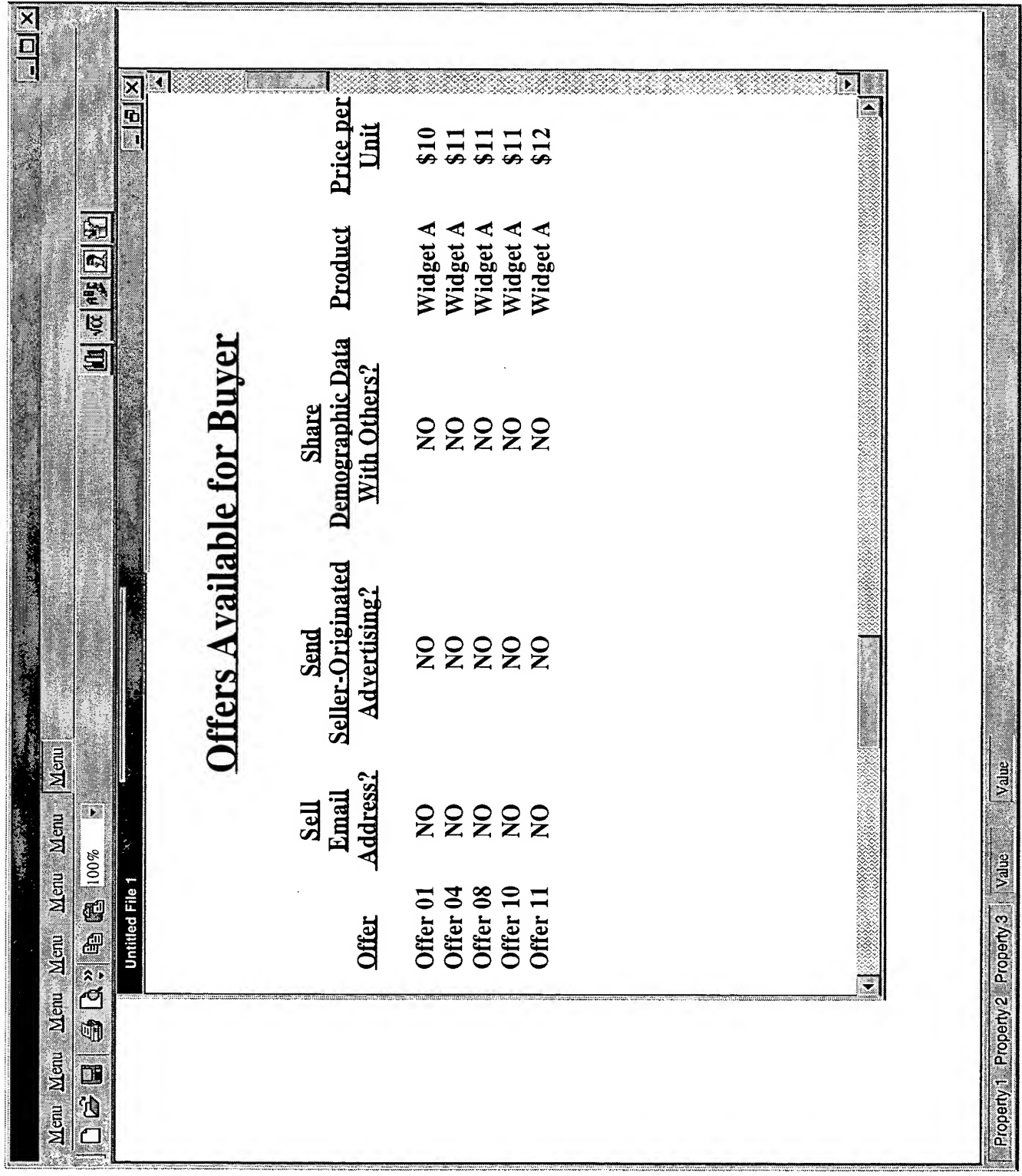


Figure 8